

**NEW HAMPSHIRE STATE LIQUOR COMMISSION**  
**NOVEMBER 9, 2005, 9:00 A.M.**  
**AGENDA**

**I. FINANCIAL & ADMINISTRATIVE REPORTS**

1. Financial Reports
  - A. Weekly, Y-T-D Sales Reports
  - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

**II. MARKETING & SALES REPORTS**

1. Store Operations
  - a. Request for Space at Store #38 – Portsmouth
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
  - 1) Test Market Products:
    - a. Test Market Request (Arrow Sour Apple Schnapps)
    - b. Test Market Results (Codes #5509, #3743, #8448, #2292, #3944 & #3937)
  - 2) Appeal (Code #3455, Absolut Raspberri, 1.75L)
  - 3) December/January Sweepstakes (Horizon Beverage/Sidney Frank)
  - 4) January Special Offers:
    - a. 1 item – M.S. Walker
    - b. 5 items – Pine State Trading Company
    - c. 1 item – Perfecta Wine Company
    - d. 18 items – Executive Wine & Spirits
    - e. 90 items – Horizon Beverage Company
    - f. 24 items – Martignetti Companies of N.H.
    - g. 140 items – Southern Wine & Spirits of N.E., Inc.
    - h. 12 unmatched items – M.S. Walker, NH
    - i. 52 unmatched items – Southern Wine & Spirits of N.E., Inc.
- B. WINES:
  - 1) Special Offers for December 2005 (7 items – Martignetti Cos.)
  - 2) Martignetti Buy One Get One Half Off – January 2006
  - 3) Scharffenberger Brut Sparkling NV #40822
  - 4) Smoking Loon Sauvignon Blanc #42122
  - 5) Results of Purchases and Displays:
    - a. Lindauer Brut

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- b. Griffigna Malbec & Shiraz
  - c. Fernleaf Sauvignon Blanc
- 6) Recommended Allocated Wines for Distribution to Selected Stores (22 items)
- 7) Recommended Allocated Wines (Absolutes) for Distribution to Selected Stores (8 items)
- 8) Not Recommended – Wine Allocation (4 items)
- 9) “R” Wines for Allocation to Licensees Selected by the Broker (2 items)
- 10) Primary Source Submissions (2 primary source; 10 exclusive agent; 20 imported)
- 11) Tabled Items:
  - a. Appeal on Delist of Lancers Rose (10/19/05, Item B-6)

**III. ENFORCEMENT & LICENSING REPORT**

**IV. CHAIRMAN’S REPORT & LATE ITEMS**

- 1. Bailment Requests
- 2. Coupon Approvals
- 3. Late Items/Other

/D. Hartford